

Chic, upmarket and beautifully designed with strong editorial content

Welcome to the Herefordshire Living media pack, where you will discover how to make your advertising work as hard as possible for you. Living delights readers through first-class features about local people and their lives, accompanied by exquisite photography. Our readers are loyal, discerning people who enjoy the finer things in life and who have a large disposable income to afford their luxurious lifestyle. We celebrate the most interesting homes to covet and the finest properties and estates to buy, review the best places to eat, sleep and play, and focus on luxurious goods from local retailers. We ensure our editorial matches the pursuits of our readers and that advertisers always benefit from being positioned with relevant editorial.

Visit www.living-magazines.co.uk to see the brand portfolio.

Introduction

Living



PREMIUM PROPERTY

Living carries premium property. The property section appears at the front of the book, setting the tone for our readers. Premium estate agents can benefit from close working relationships with our Living editorial team and provide leads through-the-keyhole section. This section drives readership and ensures that our complimentary magazine is consumed quickly in the marketplace.

Egerton Road, Hartlepool

Set in an exceptional location, this superb five double bedroom dwelling has rising heights of 9'6" throughout, creating light spacious areas. It has a dramatic open plan space with French doors leading out to a stone paved patio, which at the rear of the ground floor is a kitchen with a central island and breakfast bar, fitted with stainless high gloss units, Siemens worktops, mood lighting and a range of high end kitchen appliances including double oven, double warming drawers, induction hob, coffee machine, built in fridge, freezer, built in oven and a wine cooler. Quality fixtures include wall lights and programmable lighting, centralised control in the principal rooms and underfloor heating to the ground floor. **£550,000**

T: 0191 384 3377

Portland House, Holywood, Wokingham

Portland House is a stunning, individual residence with five double bedrooms, designed to provide the very highest quality luxury living within the spectacular rural landscape of Wokingham. Its elevated position in the back of an exclusive and prestigious development in Wokingham offers panoramic views of the surrounding countryside while the property itself contains every comfort and superior design feature expected of such an elite level home. Set in its own landscaped grounds, a superb swimming pool and tennis area further enhance the property with a cinema room, gym, and games room, while the property also features a superbly equipped garage and a fully finished basement. **£550,000**

T: 0191 384 3377

Chesham House, Tringdon Village

Located close to the village green in Tringdon Village this beautiful home offers light and airy living accommodation, luxury bedrooms and bathrooms and a superb landscaped garden. The kitchen boasts high gloss front units and a central island in complementary cream and stainless steel and a modern granite worktop. A range of high end appliances includes an induction hob, a Chesham house range, an integrated American style fridge freezer and a fitted wine cooler in the utility room. Ideal for entertaining, the hall doors open from the living area to a lovely paved patio and the rear, garden which has a covered patio area, a hard bridge leading to the rear garden, a stone driveway and a well maintained lawn. **£225,000**

T: 0191 384 3377

Beech Tree Cottage, Melton

An exceptional and unique four bedroom home in an outstanding location, Beech Tree Cottage is the perfect country property offering modern comforts in beautiful village surroundings. Built to excellent quality and finish with expert attention to detail, luxury features include a full length hall, a dining room and kitchen, a hardwired kitchen and contemporary bathroom, while the rear wing is a superb living area with a large open plan and a fireplace. The property is a superb living area with a large open plan and a fireplace. The property is a superb living area with a large open plan and a fireplace. **£225,000**

T: 0191 384 3377

Living



HOMES, GARDENS & INTERIORS

Living is the definitive word on sumptuous homes and interiors. For our through-the-keyhole features we choose the most palatial homes from across the region for our readers to take a look inside, guaranteeing that interiors advertisers' adverts and sales messages will appear in great company.



Living



TESTING TIME

ILLUMINATE YOUR SKIN

Living HEALTH & BEAUTY 173



We carry in-depth reviews of local eateries, so all passionate foodies know to turn to us first. Advertisers have the opportunity to promote themselves within our exciting editorial content.

Living



LEISURE, ARTS & CULTURE

For Living readers, entertaining and being entertained is a must. We showcase what to see, where to visit and the best hotels to stay.



The majesty of Harewood

Filming on a second series of TV drama Victoria is under way at Harewood House in Essex. Clayton looks at a major exhibition exploring Queen Victoria's links to the Yorkshire property

In September 1837 the young princess who would become Queen Victoria stepped at Harewood House. She went in her day – Harewood is in Yorkshire. The estate was one of the most important in the north of England. It was the home of the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country.

In Harewood's history there is a link to the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country.

In the House of Commons, the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country. It was also the home of the Duke of Devonshire, one of the most powerful men in the country.

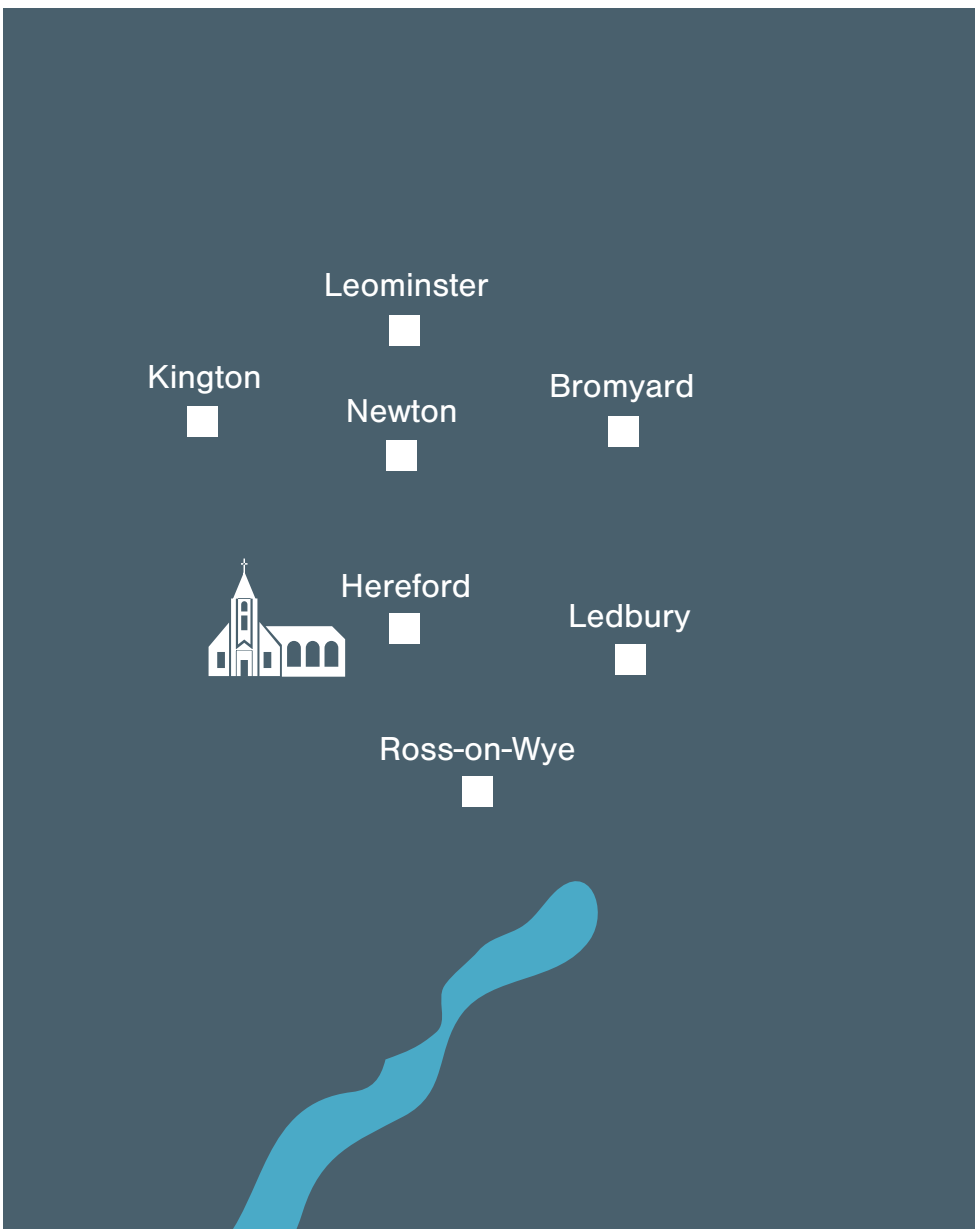


These are the dresses that Queen Victoria wore when she was a young girl. They are the dresses that she wore when she was a young girl. They are the dresses that she wore when she was a young girl.



This is a book that Queen Victoria owned. It is a book that she owned. It is a book that she owned.

Living



*Readership 21,000**

DISTRIBUTION AREA



We have a unique, unrivalled, highly selective distribution network, delivering 7,000 monthly copies into a clearly defined marketplace through hand-picked outlets and direct to selected AB1 households. There is no magazine guaranteed to reach your niche market, without wastage. Our distribution strategy is uncomplicated and highly effective as all magazines are complimentary. We merchandise in high-footfall outlets to the right marketplace.

Distribution

*SOURCE: Publisher's statement July 2017 - 3 RPC

+300 hand-picked distribution outlets:

Three Counties Hotel	Holme Lacy House
Herefordshire Golf Academy	Falcon Hotel
Cotswold Hereford Mini BMW	Beautiful Spirit Spa
Courtyard Theatre	Castle House Hotel
The Swan Hotel	Leominster Golf Club
The Granary	Grove Golf & Bowl Club
Baskerville Hotel Clyro	Burghill Valley Golf Club
Burton Hotel	Brampton Golf Club
Kington Golf Club	Chase Hotel
The Talbot Hotel	Wilton Court Hotel
Black Swan Hotel	Old Court Hotel
Labels A40	Tesco
Twin-Lakes Golf Club	Marks & Spencer
Row Golf Club	

Circulation
7,000

Readership
21,000*

Living



PROMOTIONS & SPONSORSHIP

Living - an overview of opportunities

- Opportunities for us to create bespoke campaigns which sit seamlessly within the Living editorial environment
- Our team can propose creative concepts involving product placement

THEMES & SPECIALS

March: Travel, Health & Fitness and Spring Brides

Spring: World of Interiors

April: S/S BIG Fashion Issue

May: Food & Drink

June: Summer Holidays

July: Gardening

August: Outdoor Living

September: World of Interiors & Autumn Brides

October: A/W BIG Fashion Issue

November: Christmas

Living

DEADLINES

Below are the Living deadlines.

Any flexibility requests must be submitted to the publisher.

Cover Date	Ad Booking Deadline	Complete Artwork & Copy Deadline	Publication Date
March	25/01/2018	29/01/018	09/02/2018
Spring	01/03/2018	05/03/2018	16/03/2018
April	27/03/2018	29/03/2018	13/04/2018
May	26/04/2018	30/04/2018	11/05/2018
June	31/05/2018	04/06/2018	15/06/2018
July	28/06/2018	02/07/2018	13/07/2018
August	26/07/2018	30/07/2018	10/08/2018
September	30/08/2018	03/09/2018	14/09/2018
October	27/09/2018	01/10/2018	12/10/2018
November	01/11/2018	05/11/2018	16/11/2018

Ad Rates	1-2 inserts	3-5 Inserts	6-8 Inserts	9-10 Inserts
DPS (Includes 27,500 digital ad impressions)	£870	£740	£675	£610
Full Page (Includes 17,800 digital ad impressions)	£570	£485	£445	£400
Half Page (Includes 10,600 digital targeted ad impressions)	£335	£285	£260	£235
Quarter Page (Includes 6,000 digital ad impressions)	£195	£165	£150	£130
Emporium Slot	£100	£80	£80	£80

25% surcharge applies for inside front DPS, opposite contents page, back page, inside back page.

Rates are per insert and subject to VAT @ 20%.

ADVERTISEMENT SIZE

Advertisers wishing to provide their own material should supply it on email to your representative. Files should be supplied as either EPS or Hi-Res CMYK PDF.

Bleed advertisements must be designed inclusive of 3mm bleed, fonts must be embedded or converted to outlines. All images incorporated within the advert should be high resolution: 300 dpi.

The publisher reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.

Advert size	Width	Height
Full Page (with bleed)	216mm	303mm
Full Page (no bleed)	192mm	280mm
Half Page Landscape	192mm	135mm
Quarter Page	94mm	135mm
DPS with bleed	426mm	303mm

Artwork Specification & Production Schedule

Living



LIVING PORTFOLIO

23 MAGAZINES

ACROSS THE UK

23 editions with 240,000 copies reaching 720,000 people*

*Publisher's statement

Living

Publishing Manager
Charlie Neary

E: charlene.neary@newsquest.co.uk
T: 01905 742419

Head of Media Sales
Debra Orr

E: debra.orr@newsquest.co.uk
T: 01432 845831

Editor
Philippa May

E: philippa.may@herefordshire-livingmagazine.co.uk
T: 01432 845864

Visit www.living-magazines.co.uk
to see the brand portfolio

Portfolio - The power of Living

Living

For all advertising enquiries please telephone: Duncan Hardman 01432 845840 or 0797 998 3267

media pack 2018